Pacific Beach Historical Society
NEWSLETTER

P.O. Box 9200 San Diego, CA 92109 John Fry, Editor 272-6655 Vol. X, No. 7 July, 1988

PACIFIC BEACH
Gem of the Coast

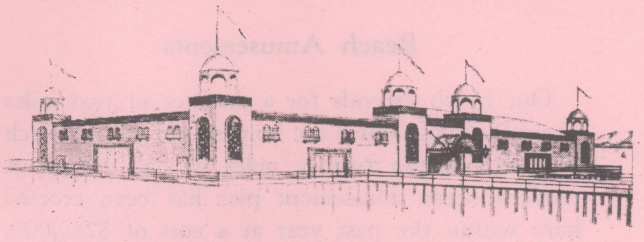


San Diego - California

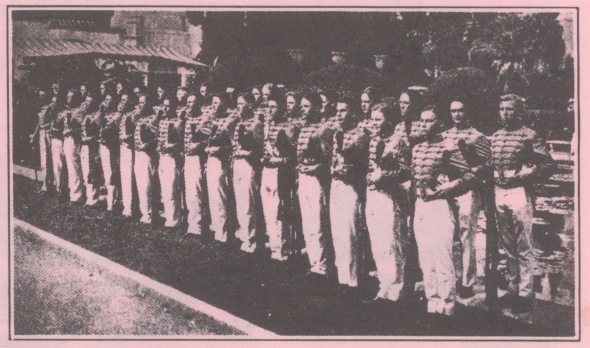
JUST eight miles north of the business center of San Diego, on the Coast Highway to Los Angeles, is situated this attractive and progressive little community of beautiful homes. The townsite is bounded on the west by the Pacific Ocean and on the south by the gently sloping shores of Mission Bay. Pacific Beach townsite covers some four square miles, sloping gently back from the ocean and Mission Bay to the foothills of Mount Soledad, and there is no more beautiful or accessible location for a home on the entire Pacific Coast.

Recent Development

Some three years ago, several groups of representative and substantial business men came to this district. Realizing its advantages and unusual attractiveness, they decided to make it their home and to insure its immediate development for the accommodation of others who were to come later. As a result, a well-planned campaign was inaugurated, and within the past two years some four or five modern subdivisions have been completed here and upwards of one hundred and fifty modern new homes have been erected. Several miles of new concrete pavement, curbs and sidewalks have been recently completed at a total cost of nearly two million dollars. A system of latest design electrolier street lighting has been installed and a new causeway is being projected across Mission Bay on a direct boulevard to San Diego that will cost some $350,000 and will shorten our distance to San Diego by two miles.



Ball Room on Crystal Pier



Non-Commissioned Officers at San Diego Military Academy



Dumway Block, Pacific Beach

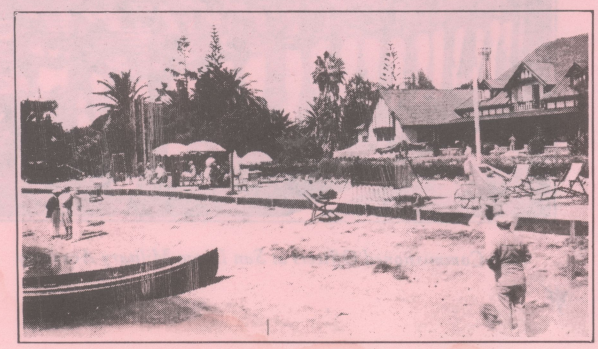
Beach Amusements

Our beach extends for a distance of two miles along the coast and is the longest and safest stretch of beach within twenty miles of San Diego. A modern ocean amusement pier has been erected here within the past year at a cost of $250,000, and the dance pavilion, with its cork-cushioned floor, is said to be the finest pier pavilion on the coast. A modern bath house is next on the program and is promised for this season. Both surf and deep-water fishing are enjoyed here to the fullest extent, while the still-water fishing in Mission Bay is equally good at all seasons. In this mild climate, surf bathing is indulged in throughout the year and equally enjoyed by young and old.



Mission Bay Yacht Club

Just a year ago, some of our citizens got together and organized the Mission Bay Yacht Club. Immediately thereafter, construction of a modern club building and boat landing was started here on the shore of Mission Bay at the southwestern extremity of Crown Point. It is now completed and ready for service. It has nearly one hundred members, and some fifteen to twenty sailing craft are entered for the coming regattas. This institution is going to prove a boon to the community in providing facilities for the enjoyment of our aquatic sports.



Pacific Beach Home on Mission Bay

A HOME FOR YOU BY THE OCEAN BLUE



Typical Home, Pacific Beach

Healthful Environment

With these transportation facilities, one can build an attractive home here, enjoy all the advantages of the larger city and live in an infinitely finer and healthier atmosphere at about one-half the expense of living in the more congested city area. Remember our prevailing winds from the ocean keep it cool here in summer and warm in winter. We do not have any of the extremes of either heat or cold that are frequently endured further inland. Our summers are as pleasant as our winters, and our winters are like perpetual spring.

Why This District Appeals



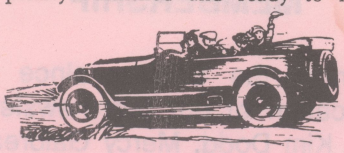
In the first place, this district is democratic, free from snobbery and the results of snobbery, exorbitant prices for real estate. For instance, the newcomer is not compelled to pay exorbitant prices for a homesite here in Pacific Beach, although we claim that in climate, natural beauty, transportation facilities, soil fertility, modern improvements and high character of citizenship, this section is not surpassed anywhere in California. On the other hand, beautiful homesites in restricted residence districts can be obtained here in Pacific Beach for much less money than in any other like district we know of. To prove this statement, we cite the following facts:

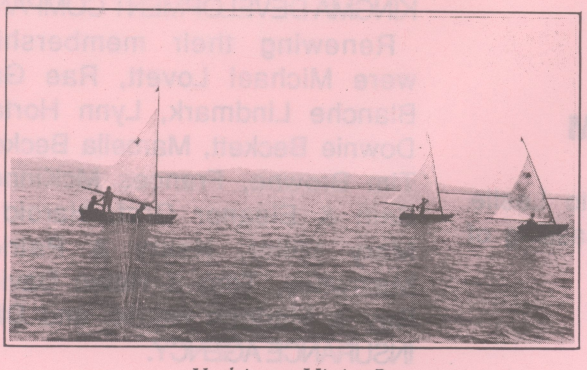
Beautiful Building Sites at $1,000



Two of our very attractive subdivisions fronting on or near Mission Bay are offering fine building sites from 50 to 100 feet wide and 125 to 140 feet deep, with all modern improvements and adequate building restrictions, at prices ranging from $1,000 to $3,500 each. Other equally attractive subdivisions a little further back and on higher elevation, with unsurpassed view of ocean, bay, mountains and city of San Diego, provide attractive building sites that average 50 by 125 feet or more in size at prices ranging from $800 upward, and in all of these subdivisions are included completed pavements, sidewalks, curbs, electrolier street lights, water, gas and electricity. The building restrictions therein range from $2,500 per home upward. Some attractive individual sites

can be had in unrestricted areas at prices as low as $500 each, and we have some lovely little homes here, recently constructed on good level lots, fronting paved streets, near ocean and business center, that can be purchased, completely furnished and ready to move into, at prices as low as $2,500, cash or terms. These homes will accommodate four people nicely and have 4 rooms and bath.





Yachting on Mission Bay

Transportation Facilities

Pacific Beach is intersected by the main Coast Boulevard from San Diego to Los Angeles, and in addition has another paved boulevard to San Diego which skirts the west side of Mission Bay and passes through the attractive resort districts of Mission Beach, Ocean Beach and Point Loma. At Mission Beach, two miles south of us, is located the finest amusement center south of Los Angeles, recently constructed at a cost of $2,500,000. With completion of the causeway across the bay, we will have a third direct route to San Diego with a shortening of the distance by at least two miles.

A modern high-speed electric line which connects San Diego with La Jolla, four miles north of Pacific Beach, also serves our little city with its several convenient stops at two-block intervals. The running time is only 25 minutes to the heart of San Diego's business center, and cars leave here at 30-minute intervals. Weekly passes are sold for $1.50 each, allowing unlimited transportation for any member of the family to any point in San Diego, and if used twice daily it brings the fare down to about 5 cents per trip. Bus lines also connect us directly with San Diego, Los Angeles and intermediate points.



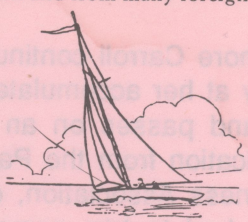
Public Utilities

As previously stated, we have all public utilities, including water, gas, electricity, telephones, sewers and mail delivery. Several fine business blocks have been recently erected and house all necessary business establishments. These include modern drug store, barber shop, fruit stands, groceries, shoe shop, meat market, bakery, hardware store, plumbing shop, flower shop, postoffice, furniture store, restaurant, lumber yard, service stations and many others. We have a good opening for a hotel and moving picture theatre.



Our Military Academy

The San Diego Army and Navy Academy is located here in Pacific Beach with an enrollment of 400 students. It is an accredited institution and is recognized by the Federal government as one of the leading preparatory schools west of Chicago. Its spacious grounds are located in the center of our little city, and its buildings and equipment are modern and efficient in every respect. It has its junior and senior departments, and its student body comes from almost every state in the Union and from many foreign countries. The tuition, board and other expenses are surprisingly reasonable for a school of this class, and the art of building character and manliness in the boys is only equalled by the thoroughness of its instruction methods. Boys of from 6 to 18 years of age are accepted with proper credentials, and visitors are always welcome.



TWIXT SHIMMERING BAY AND OCEAN SPRAY

SUMMARY

WE have tried to outline briefly the attractions of our homelike little city here in Southern California. We are a home-loving people who want others of this type to come and enjoy with us the good things we have to offer. We are thoroughly in earnest when we say that we believe our climatic, social and educational advantages are not surpassed anywhere in California. We know that one can provide a lovely home here, where nature is lavish in her contribution, at a cost of one-half to one-third the investment necessary in other localities that do not afford the combination of all the facilities that go to make mere living a real joy in this captivating homeland of ours here at Pacific Beach.

We will be glad to have you write us, and further information will be gladly furnished you by the Pacific Beach Business Men's Association or the Chamber of Commerce in reply to your inquiry addressed to either organization.



THIS MONTH'S NEWSLETTER

Lenore Carroll continues to peck away at her accumulated ephemera, and passes on an interesting publication from the Pacific Beach Business Association, circa 1927. We had to trim some to fit, but thought it might be enjoyable to our readers.

NEXT MEETING

There will be **NO MEETING IN JULY** because of the Independence Day Weekend. Enjoy your fried chicken and potato salad.

IN MEMORIAM

Our thoughts go out to Leslie Marshall on the recent passing of his wife Shirley.

MEMBERSHIP

Joining the Society since the publication of our last newsletter were Kim Dodd, Mercy Galbreath, Wallace and Barbara Henshaw, and KINGMA DEVELOPMENT COMPANY.

Renewing their memberships were Michael Lovett, Rae Gay, Blanche Lindmark, Lynn Horton, Downie Beckett, Marcella Beckett, Tim Browne, Frances McKinnon, Sam & Eleanor Graf, Harold & Mary Miller, Henry & Patricia Malowney, Tom & Helen Davies, Ray & Marjorie Harris, and DPG INSURANCE AGENCY.

PACIFIC BEACH HISTORICAL SOCIETY
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